Statistics

Population (2003)

Colorado:	3,902,920	metro	(1.5% of total U.S. metro)
	647,768	non-metro	(1.4% of total U.S. non-metro)
	4,550,688	total	

United States:	241,395,996	metro
	49,413,781	non-metro
	290,809,777	total

Farm-Related Employment (2000)

Colorado:	434,511 jobs	(15.0% of total Colorado employment)
United States:	22,905,338 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

Colorado:	31,369	(1.5% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

Colorado:	991 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

Colorado:	$4.52 billion
United States:	$200.6 billion

Rank among all States in market value of agricultural products sold (2002): # 16

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand $)	Percent of U.S. value
Cattle and calves	2,805,021	7.4
Corn	271,779	1.6
Dairy products	250,986	1.2
Greenhouse/nursery	212,636	1.5
Hay	210,375	4.5

Market Value of Agricultural Products Sold Directly to Consumers (2002)

Colorado: $17.4 million
United States: $812.2 million

Farmers Markets (2004)

Colorado: 62
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Colorado: $12.5 million
United States: $392.8 million
*(Data may not reflect actual industry growth after Oct. 2002
implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Colorado: 581,614
United States: 2,343,857

USDA-Accredited Organic Certifying Agents (2005)

Based in Colorado: 1
Total: 96

Marketing Products and Services

Specific to Colorado

AMS to Address Organic Access to Pasture Issues in Colorado
Access to pasture for cows in organic dairies is a hotly debated topic among the organic
community and the National Organic Standards Board. A representative of AMS's National
Organic Program met with Don Gallegos, Organic Program Manager, Colorado Department

of Agriculture (CDA) in October 2005 to discuss the issue. They toured Aurora Organic Dairy near Platteville to study the current application of the regulations to very large dairy operations.

Direct Marketing Symposium
AMS participated in a symposium entitled "From Farm to Fork: Direct Marketing of Agricultural Products" in Denver in August 2004 in conjunction with the annual meeting of the American Agricultural Economics Association. AMS staff addressed the issue of "Producer-Consumer Links Through Farmers Markets."

AMS Presents Organic Standards
Representatives of AMS's National Organic Program explained implementation of the National Organic Standards in August 2002 to organic producers and handlers, the Colorado Farm Bureau, and State officials. They also toured some organic operations.

Federal-State Marketing Improvement Program (FSMIP) Grants
FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2002, $24,030 was awarded to the Colorado Department of Agriculture, in cooperation with Colorado State University, to study consumer response to country of origin labeling of beef products.

Regional Interest

Southwest Marketing Network Conference
AMS presented information about the agency's marketing services and resources during a panel discussion on Federal assistance programs and managed an informational exhibit at the 2nd annual Southwest Marketing Network conference, held in Flagstaff in March 2004. Entitled "Expanding Markets for Southwest Small-Scale, Alternative and Minority Producers", the conference was designed to help agricultural producers and ranchers in Arizona, Colorado, New Mexico and Utah develop effective marketing opportunities for their farm products through information exchange and peer support. The primary themes of the 2004 conference included several topics that corresponded to AMS marketing programs, including:

- Direct sales to schools, restaurants and institutions.
- Niche marketing for meat and wool products
- Farmers markets and CSA development (including the development of State direct marketing and farmers market associations)

General Interest

New Farm-to-School Marketing Publication
Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet
How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets
U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides and updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors
Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.